

QUARTERLY STATUS REPORT

April - June, 1967

Technology Application Center
The University of New Mexico
Albuquerque, New Mexico

FACILITY FORM 602

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SUMMARY

Two firms joined the Technology Application Center as Associate Members and one geological consultant joined as an Affiliate Member during the fourth quarter. Two Affiliate members failed to renew their contracts for another year. The total number of members was brought to 23 with fees of \$27,850.00.

Marketing efforts consisted of contacting firms in the Natural Resources discipline and principally in presenting TAC's program to 15 companies. At the end of the quarter, 162 Retrospective Searches had been performed and 107 Selective Dissemination profiles had been run. In addition, 68 issues of Industrial Application Reports (1475 copies), 145 Tech Briefs (3347 copies), and 54 SP-5000 series publications were distributed during the quarter. Gemini photographs distributed to the end of the fourth quarter totaled 2603 prints. At the end of June TAC employed 18 people, amounting to approximately 14 full-time equivalents.

TAC has two principal programs--the Associate Member Program and the Affiliate Member Program. The Associate program offers complete, comprehensive, tailored, personalized information transfer based on the Retrospective Search, the Selective Dissemination Profile, and the Industrial Applications Report. The Affiliate program is limited in scope, experimental in nature, and is designed to aid the small firm with limited capacity to absorb scientific and technological information and data. Work continued on the Natural Resources Program with the submittal of a report on a study of 'Evaluation of Potential Users of NASA Generated Natural Resources Information'.

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I. TAC OPERATIONS

A. Membership

1. Total members as of March 31, 1967 - 22
2. New members and renewals acquired during fourth quarter, fiscal 1966-67 - 4

Gulton Industries	Renewal
Sinclair Oil and Gas Company	New Associate Member
Birdseye, H. S.	New Affiliate Member
Engineering & Development Company of Colorado	New Associate Member

3. Total members at end of fourth quarter - 23
4. Total fees for fourth quarter, fiscal 1966-67 - \$2,800.00
5. Total fees to end of fourth quarter, fiscal 1966-67 - \$27,850.00

B. Marketing

1. Total companies given TAC presentation this quarter - 15
Total presentations to date - 173
2. Companies expressing positive attitude toward TAC at end of quarter - 42
3. Companies giving negative responses this quarter - 20
Total negative responses to date - 112

C. Dissemination Activity

1. Regular Services

- a. Retrospective Searches performed this quarter

Computer	- 24
Manual	- 5

Total RSS's performed at end of fourth quarter

Computer - 132

Manual - 30

b. Selective Dissemination Profiles initiated this quarter - 22

c. Total current Selective Dissemination profiles - 107

d. Industrial Applications Reports distributed during fourth quarter

Issues - 68

Copies - 1475

Total issues end of fourth quarter - 469

Total copies end of 4th quarter - 7047

e. Tech Briefs distributed during fourth quarter

Issues - 145

Copies - 3347

Total issues end of fourth quarter - 792

Total copies end of fourth quarter - 9960

f. SP-5000 series publications distributed during fourth quarter - 54

SP Series for fiscal 1966-67 - 264

2. Special Services

Gemini photos distributed, fourth quarter - 826

Total Gemini photos distributed at end of fourth quarter - 2603

3. Full reports supplied as a result of regular service

STAR - 279

IAA - 130

Other - 38

Total Star end of fourth quarter - 1045

Total IAA end of fourth quarter - 398

D. Personnel

Total number of TAC employees	-	18 (9 full time)
1. Administrative Personnel	-	4
2. Senior Engineers	-	3
3. Applications Engineers	-	3
4. Engineering Assistants	-	1
5. Other (clerical, etc.)	-	7

II. TAC PROGRAMS

A. Associate Member Program

1. Description

The Associate Member Program is the key program offered and promoted by the Technology Application Center. It provides industry complete and comprehensive access to the NASA information base. It is designed to meet the exacting requirements of those companies which possess diversification in their products and staff membership, and which are in a favorable financial position to readily benefit from individually tailored scientific and technological interest profiles. Under this program the Technology Application Center provides three standard services for member companies on a continuing basis. The types of service and their descriptions are:

- a. Retrospective Search Service (RSS) - This Service provides a tailored computerized search of aerospace literature for documents applying to a specific and well defined technological problem. The literature searched generally

covers a period of approximately five years, including very recent information. The output to member companies is a select number of relevant document abstracts.

- b. Selective Dissemination Service (SDS) - This Service provides a semi-monthly computer screening of all new documents pertinent to each member company's scientific and technical interest profile. Center staff engineers review the computer designated abstracts for relevancy and forward only those new document abstracts which are in direct support of the company interest profile.
- c. Industrial Applications Reports (IAR) - This Service consists of a semi-monthly mailing of several announcements of technical innovations which have been identified by TAC personnel as having general and/or specific commercial applications to member firms. The sources of these references cover NASA, AEC, DOD, and other government sources, as well as civilian professional and technical publications. The announcements are disseminated in two categories: Industrial Applications Reports and Tech Briefs.

The Center also provides an ordering or referral service for full length documents, either in microfiche or hard copy, for each of the above detailed standard services. In addition, Center staff engineers are available to discuss the documents and assist in interpretation and implementation to the degree required by the member company.

These features, together with a unique knowledge of the contents of the NASA information base, and an intimate knowledge of the members' requirements and plans comprise the Center's "value added" concept. The value added to information in the normal transfer process is considered the final measure of its effectiveness.

The fee schedule for Associate Membership in the Technology Application Center is largely determined by the respective amounts of required annual service and is based to a very considerable extent on the number of individual technological "interest profiles" and retrospective searches requested.

2. Special Services

Work has continued on two new special services introduced during the first quarter to the Technology Application Center's Associate Member firms. These services are offered to all member companies having the skill, knowledge, and equipment to assess and utilize the service output.

- a. Natural Resources - In addition to the dissemination of documented information on natural resources as part of its Regular program outlined above, the Center has continued to evaluate and edit photographs obtained on Gemini Flights IV through XII. TAC's engineering staff is also continuing its efforts to gather background data on the various ground truth sites that have been selected for NASA's Earth

Resources Survey Program. All evolved data will be passed to the qualified user companies in a timely manner.

During the fourth quarter a second in a series of reports on Natural Resources was prepared and submitted by TAC on "Evaluation of Potential Users of NASA Generated Natural Resources Information".

- b. COSMIC Program - The Center has continued to provide notification of available COSMIC programs to its members.

With the recent change in COSMIC operation and fee schedule, TAC will encourage members to go direct to COSMIC for programs but will continue to announce them as they become available.

3. Comments

- a. Campaigning undertaken during the first quarter to present the Center's programs and develop membership outside of New Mexico was pursued during the fourth quarter. The purpose of this continued effort remains the same: the need to broaden the base of industrial support for the Center in this thinly industrialized region.
- b. From a total Center membership of twenty-three (23) firms, ten (10) are classified as Associate Members.
- c. The Center has not obtained any direct transfer for reporting purpose this quarter.

B. Affiliate Member Program

1. Description

The Affiliate Member Program is an experimental program designed to provide an association with the Center for the especially small firm having a limited range of technological interests and resources. Participants in the program typically have less than fifty (50) employees, of whom only two or three have a significant degree of technical background. The Center provides the Affiliate Member with three basic (and limited) services:

- a. Problem Solving Information - this Service attempts to provide documents which collectively satisfy an information request. Exhaustive computerized searches are not normally conducted and the output from this service does not equal the comprehensiveness of the retrospective search.
- b. Current Awareness Program - This Service attempts to make use of previously developed selective dissemination topics including SCAN categories. Each Affiliate receives bi-monthly notification of new documents that are broadly related to the firm's interests. Unique new profiles are not developed to satisfy the individual Affiliate requirements.
- c. Industrial Applications Reports - Affiliate and Associate Members receive the same package of announcements.

2. Comments

Operating experiences during the quarter have tended to confirm the desirability of: (1) de-emphasizing the Current Awareness Service, and (2) placing greater effort on the selection and dissemination of Industrial Application Reports and similar items. During the next quarter, the Center will continue to interview Affiliate Members so as to determine their impression of the existing program and, more important, to develop a format for desired program changes.

Certain rather sophisticated small firms who agree they probably have much to gain through the Center's services, still have not joined due to their currently tight profit margins and low cash flow. In the interim such firms are being provided some continuing aid from the Center on an educational, trial and advertising basis.

During the fourth quarter one new Affiliate Member joined the Technology Application Center.

III. OTHER

- A. During the fourth quarter, two members classified as Affiliates or small business firms declined to renew their membership for another year. During the same period one Affiliate and two Associate members joined the Center on an annual fee paying basis.
- B. Efforts were continued by TAC to cooperate with the Offices of States Technical Services in the Rocky Mountain and Southwest

region. The representative of the States Technical Services Act at Southern Methodist University at Dallas, Texas, was visited by members of TAC's staff. Presentation was made at SMU to a gathering of industrial representatives from the area, arranged by the STSA manager, explaining TAC's facilities and cooperative efforts with the local States Technical Services office.

Exploratory discussions were held with the OSTS representative from Arizona relative to TAC providing various levels and types of technical information to that office for subsequent use with Arizona industries.

- C. The "Governor's Conference on Planning for Economic Development in New Mexico" was attended on June 6 and 7 in Santa Fe. The Director spoke on the value, in economic development in the State, of technology dissemination.